

ABSTRACT OF THE DISCLOSURE

A method and system for 3-D enhanced advertising for TV broadcast of 2-D video is disclosed. In one embodiment, a method for providing enhanced advertising of a 2-D video broadcast, comprises receiving the 2-D video broadcast containing a 2-D advertisement having an image. The image is identified within the advertisement. A matching 3-D object in an image library is used; wherein the library comprises one or more 3-D objects. The matching 3-D object is used to generate an advertisement, wherein the advertisement has a 3-D highlighted rendering of the image.

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